NUMBER 2
SPRING 1987

The E Ticket

"---COLLECTING THEME PARK MEMORIES"

Main Gate

RESPONSE TO THE "E" TICKET'S FIRST ISSUE:

"I received and enjoyed reading your "E" Ticket today … let me know how I can help...." - D.M.

"We love The "E" Ticket.... It itself is a collector's item...." - M.J.P.

"You have a neat idea with your newsletter. I'm sure this area of Disneyana collecting will welcome it...." - T.T.

"I'm glad someone finally did a theme park fan-mag … keep up the good work...." - S.B.

It's informative, original and special! I'm looking forward to the second issue...." - B.M.

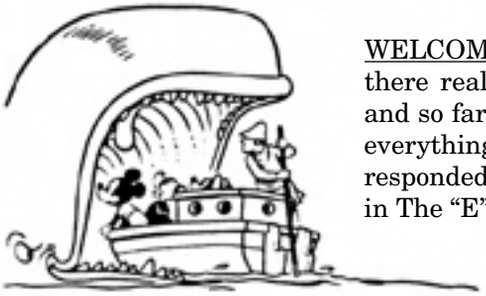
"I enjoyed your first issue of The "E" Ticket...." - R.M.

"Thanks for the newsletter.... I think your idea is a good one, since no one has really covered the entire theme park realm...." - S.R.

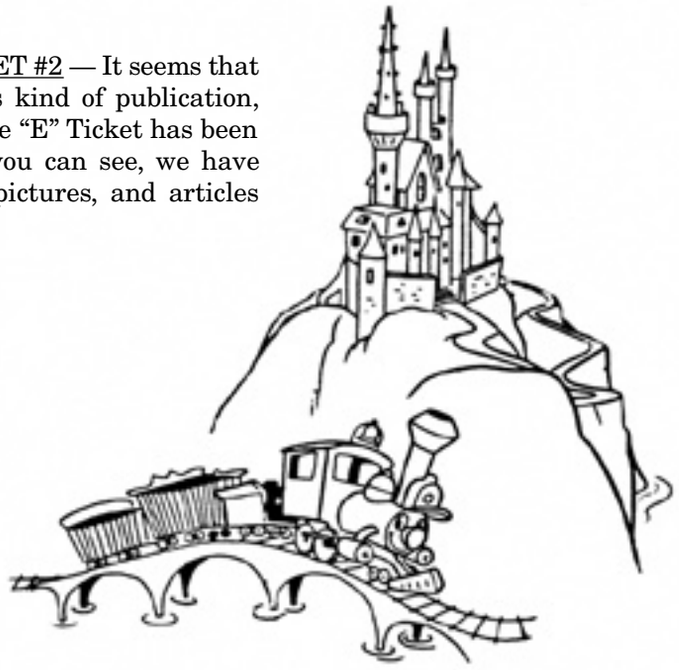
"We loved the first issue! Thank you for sending it to us...." - L.C.

"Enclosing three stamps for your next issue.... Best wishes in your endeavor, The "E" Ticket." - M.S.

"Thanks so much for sending the first issue of The "E" Ticket! I very much enjoyed reading it and look forward to receiving more issues. Please let me know what I can do to help." - R.A.



WELCOME TO THE "E" TICKET #2 — It seems that there really is interest in this kind of publication, and so far the reception for The "E" Ticket has been everything we hoped for. As you can see, we have responded with more pages, pictures, and articles in The "E" Ticket #2.



CARDS AND LETTERS — We received some sort of reply from almost everyone in our initial mailing, with either letters or advertisements or postage for #2. It will be your continued support that will encourage issue #3 and beyond. Remember that this is a small mailing and we need each and every one of you to participate and respond … if you assume that our other readers are enough, The "E" Ticket may give up and fade away....

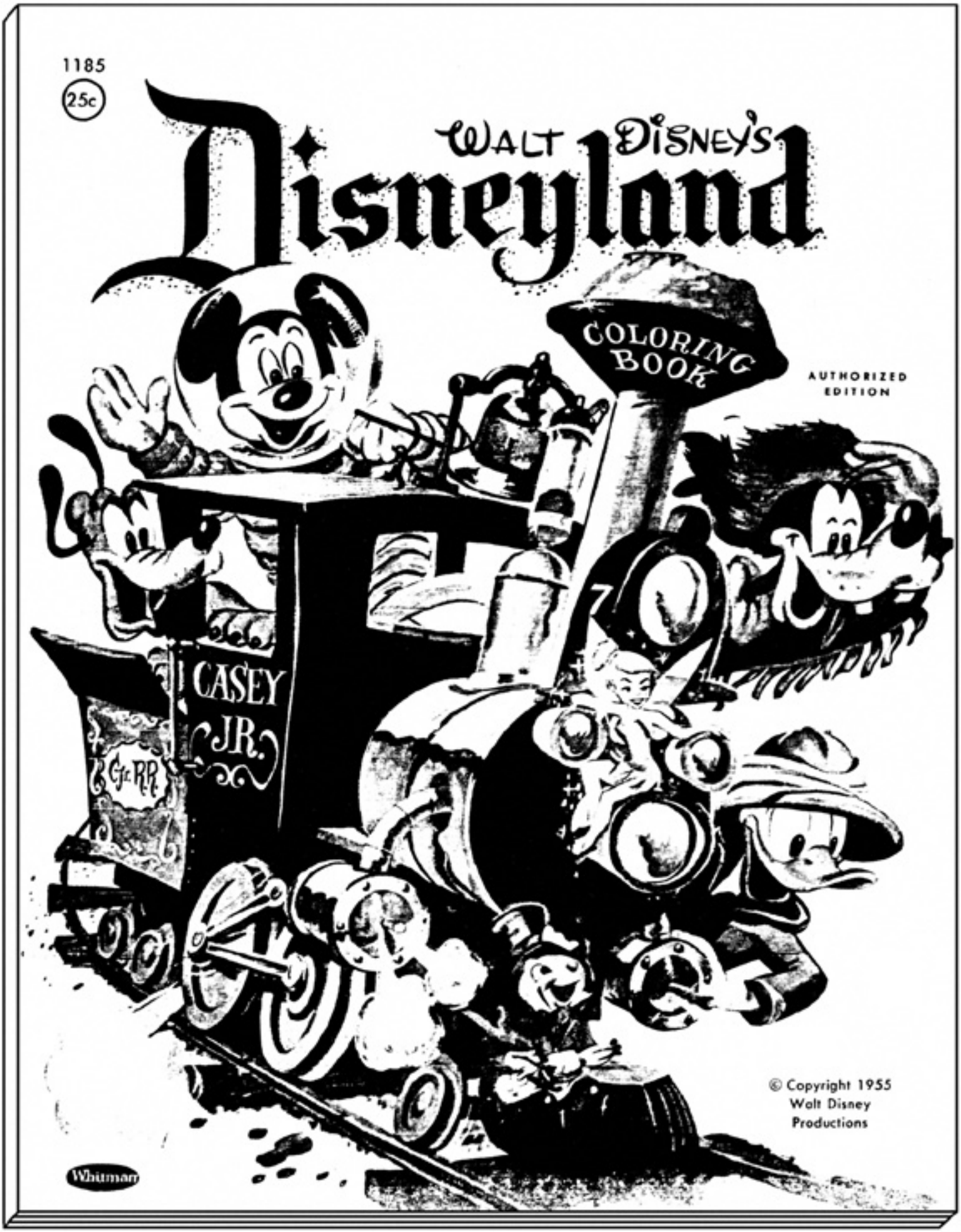
THE "E" TICKET'S CONTENT — Our goal is to experience once again our theme parks as they were when they made their first wonderful impact … in the '50s and '60s. We will do this in at least three ways: 1) by presenting historical information about the parks, 2) by relating personal experiences, and 3) by exploring the growing hobby of theme park collectibles.

WHAT'S THE CATCH? — There is none, really, other than some postage. We love this new hobby and we're having a lot of fun. We plan to stay small (and free) as long as possible. This, like most fanzine efforts, is a labor of love. We hope it shows in The "E" Ticket and that you will enjoy and support our future efforts.

DEFINITIONS:

THEME PARK — "An amusement park where rides, activities, and thrills are presented within an atmospheric environment. A place where your ride admission (especially if it's an "E" ticket) will carry you to another place or time."

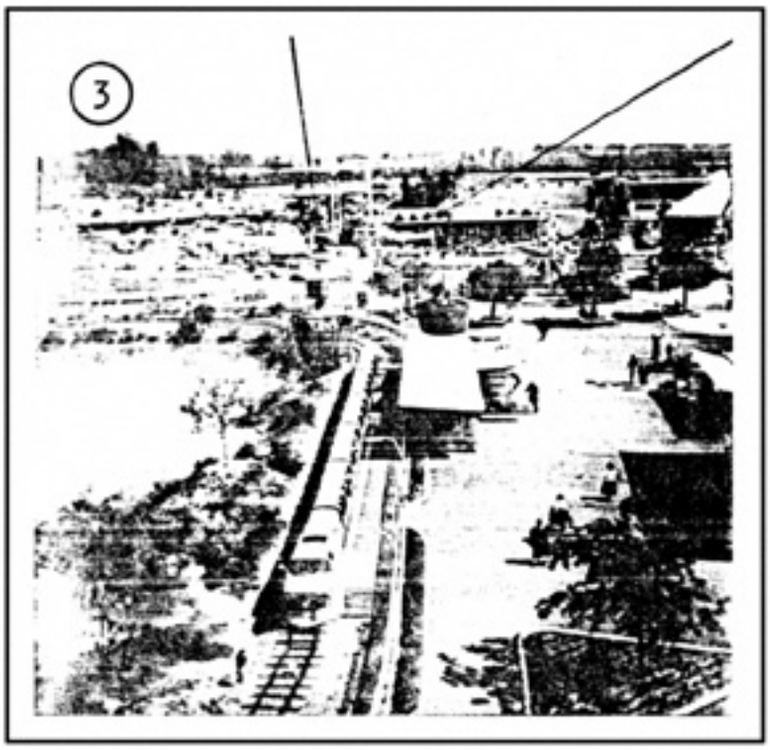
WHY CALL IT THE "E" TICKET? — The "E" ticket was the best coupon in your Disneyland ticket book, good for a ride on the very best attractions that the first true theme park had to offer. Some of those attractions can now be enjoyed only through memories. We hope to share these memories in future issues of this publication.

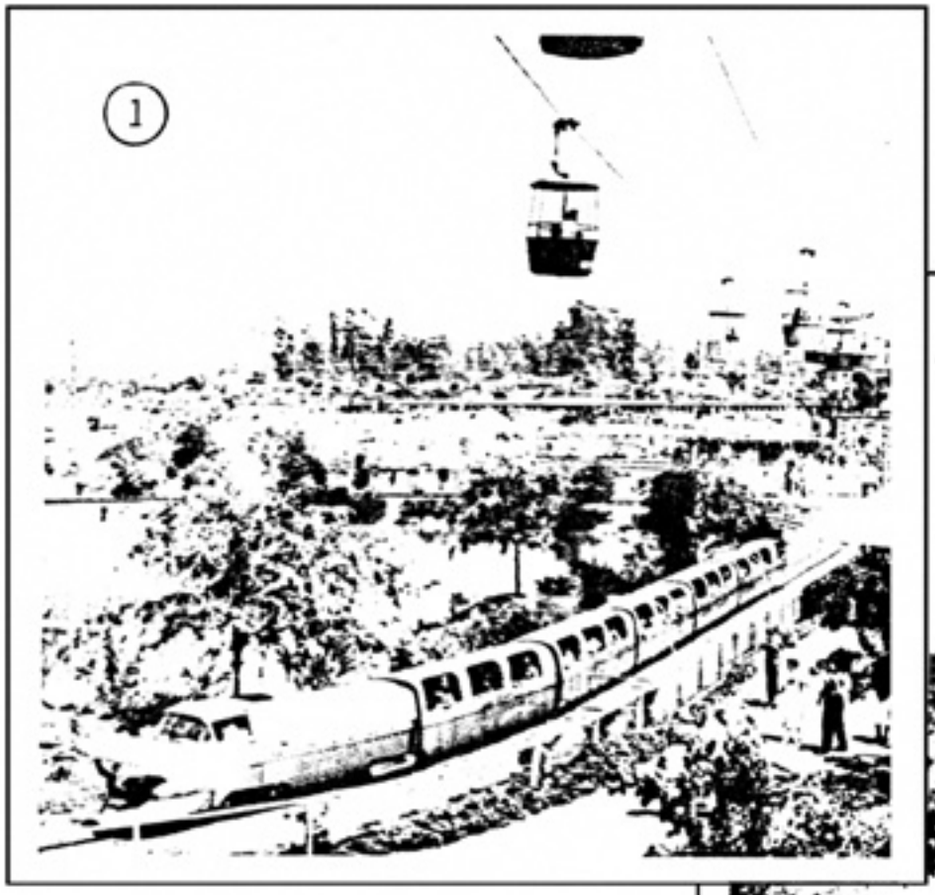

1185
25c
WALT DISNEY'S
Disneyland
COLORING BOOK
AUTHORIZED EDITION
CASEY JR.
© Copyright 1955
Walt Disney
Productions
Whitman

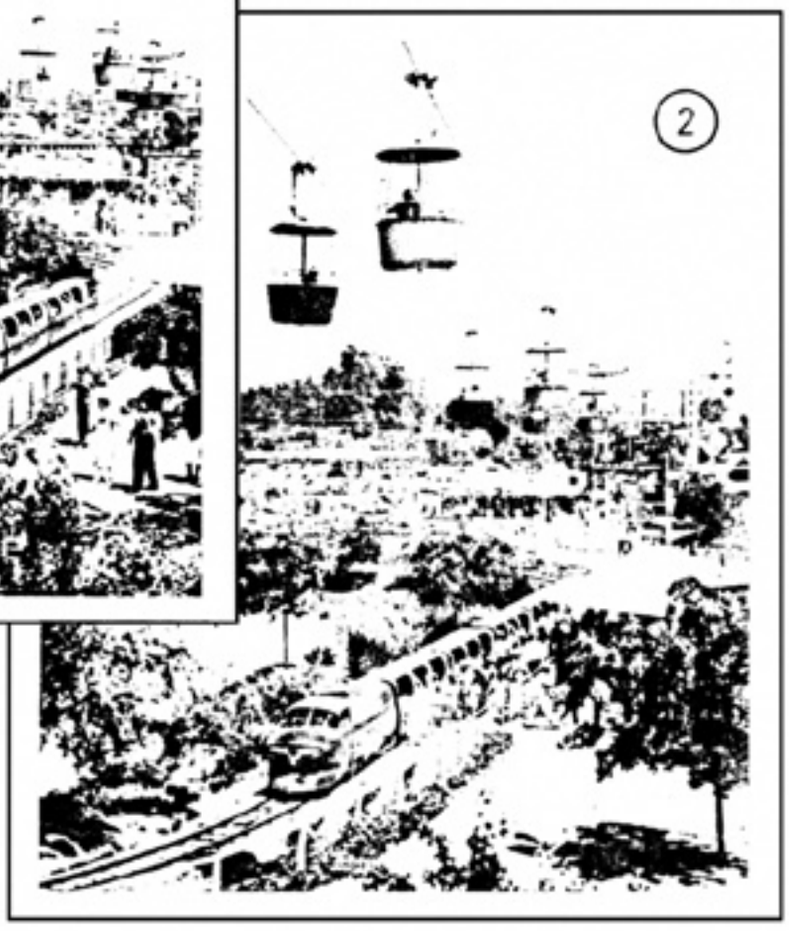
THE VIEWLINER

Walt Disney's romance with all forms of transportation became an underlying theme in the design and construction of Disneyland. From the very beginning in 1955, park visitors were entertained via steam trains, fantasy trains, rockets, cars, carriages, boats of all sizes—almost every conceivable mode of transportation. The one vehicle that was missing in the early days was a "Train of the Future."

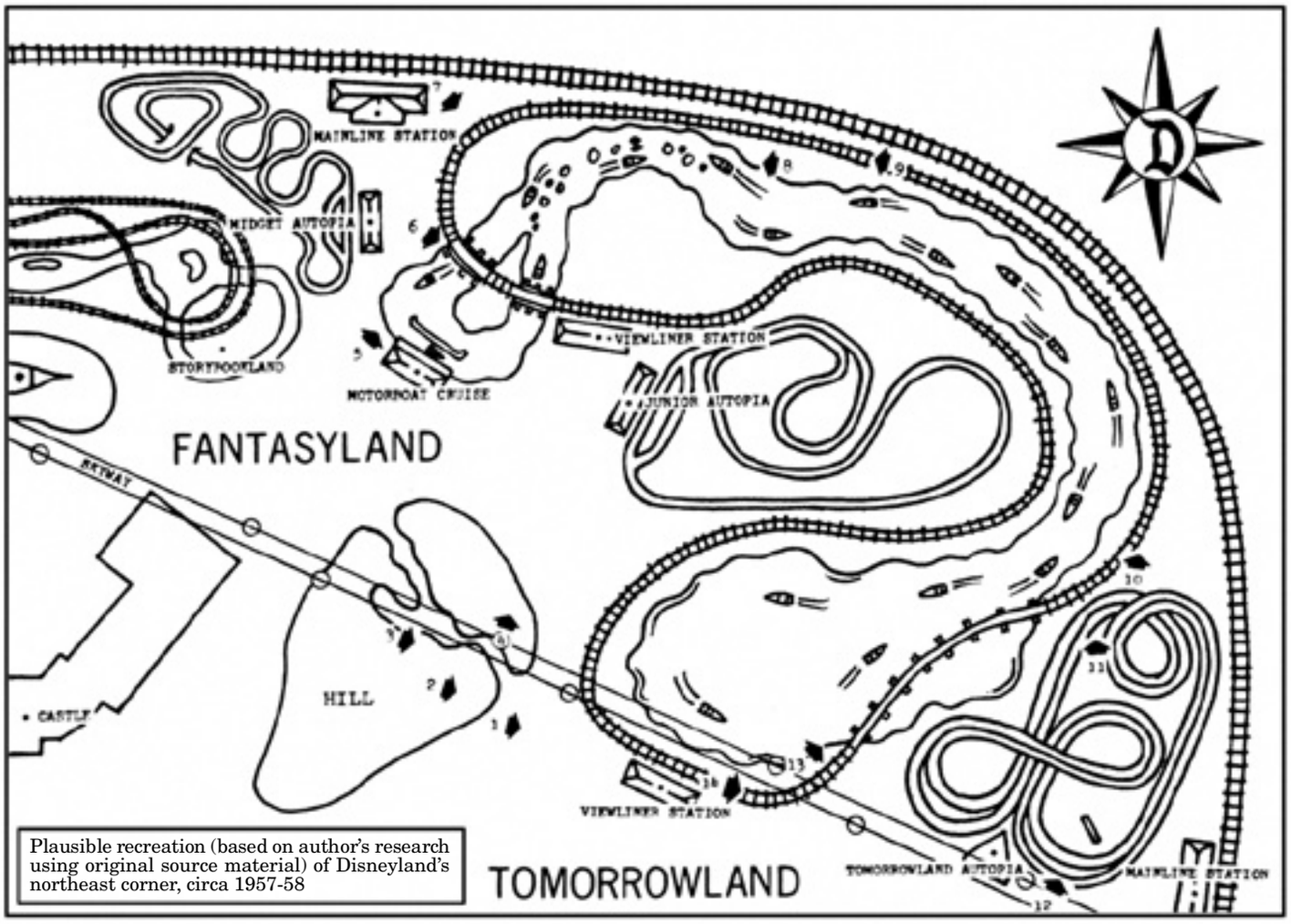
The picturesque **Monorail** has certainly satisfied this need since its installation in 1959. Even today, twenty-seven years later, little of the glitter has been lost from this "highway in the sky." Yet the **Monorail** inherited the title "Train of the Future" from a little-known Disneyland predecessor—the **Santa Fe and Disneyland Viewliner** train.





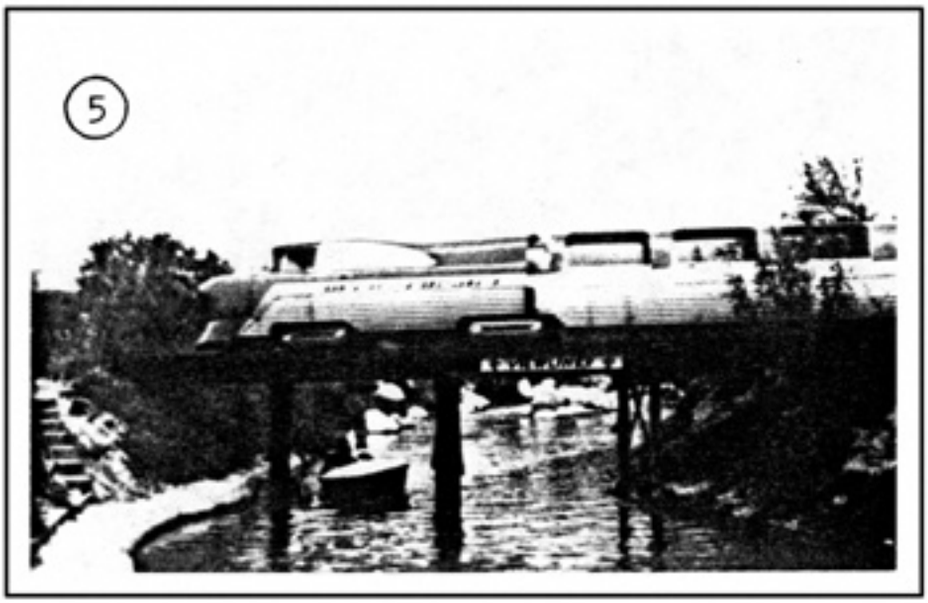


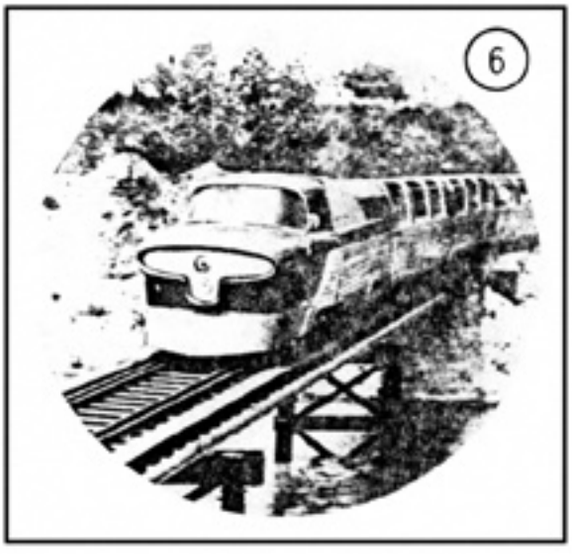
Numbers on photos correspond to numbered arrows on map indicating probable location of camera and direction of shot.

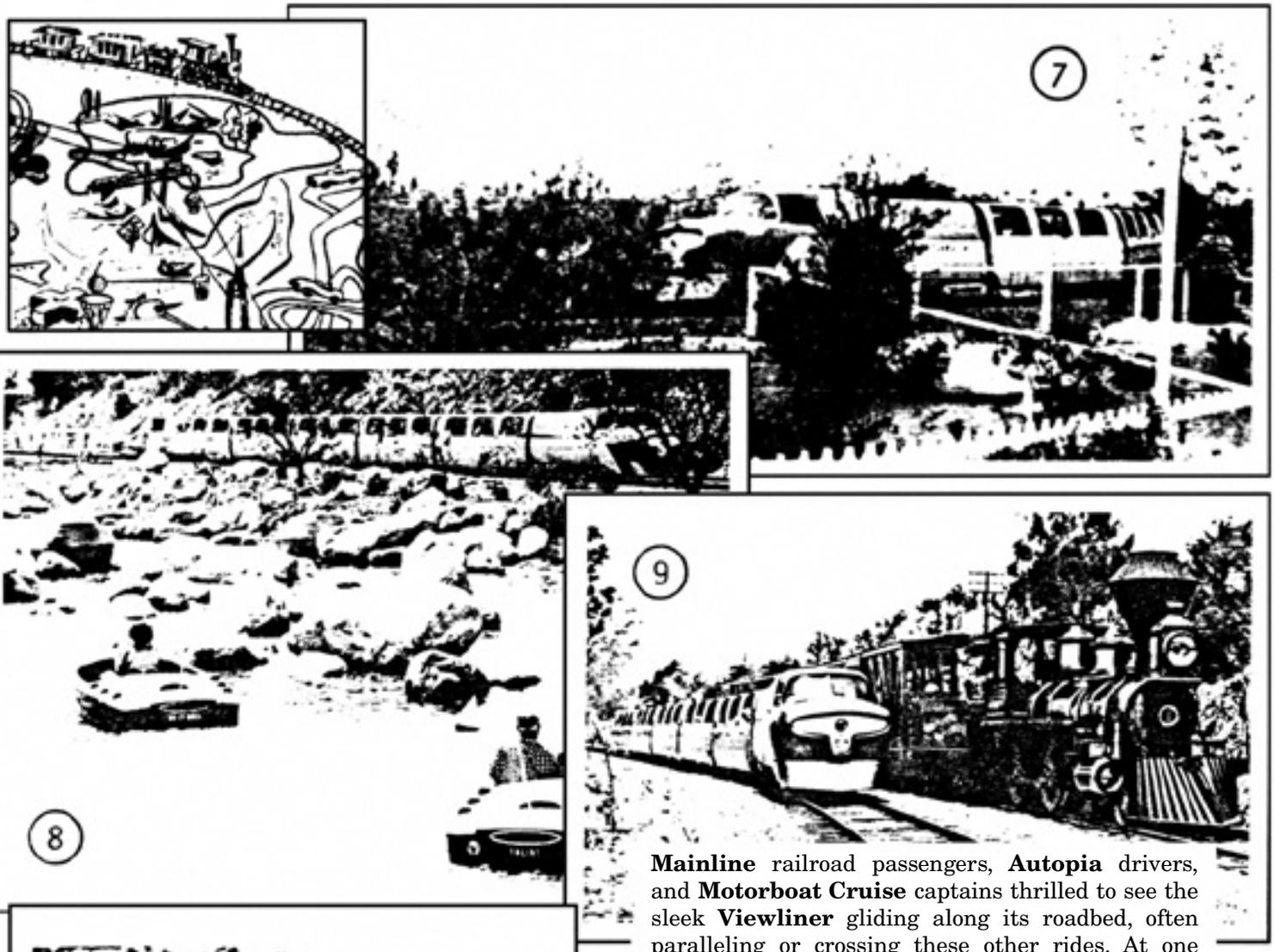


Plausible recreation (based on author's research using original source material) of Disneyland's northeast corner, circa 1957-58

The **Viewliner**, a two-rail system, opened in 1957 and attracted Disneyland visitors for over a year. It consisted of two streamlined trains running on a continuous loop between stations in Tomorrowland and Fantasyland; the area traversed was home to the **Motorboat Cruise**, **Junior Autopia**, and **Tomorrowland Autopia**. Like that of the **Casey Jr.** and the **Rainbow Mountain Mine Train**, the **Viewliner** track plan was self-contained, with no connection to the mainline steam train that circled the park.

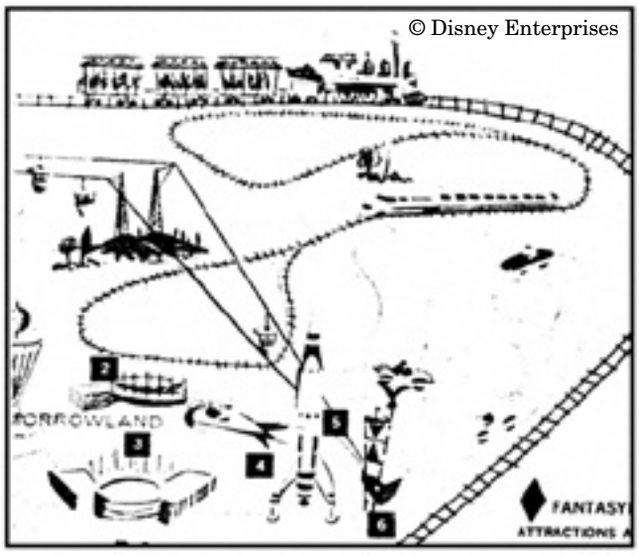






Mainline railroad passengers, **Autopia** drivers, and **Motorboat Cruise** captains thrilled to see the sleek **Viewliner** gliding along its roadbed, often paralleling or crossing these other rides. At one point, a wooden trestle allowed an undercarriage view by **Motorboat** riders; elsewhere, a low concrete bridge gave the **Viewliner** the appearance of skimming across the water.

© Disney Enterprises

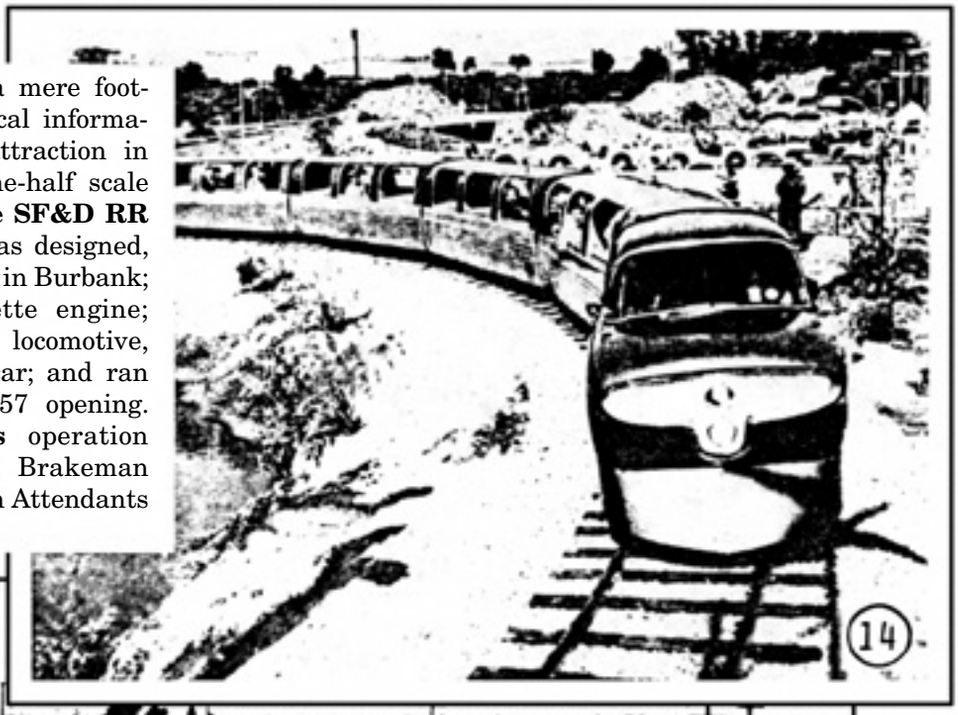


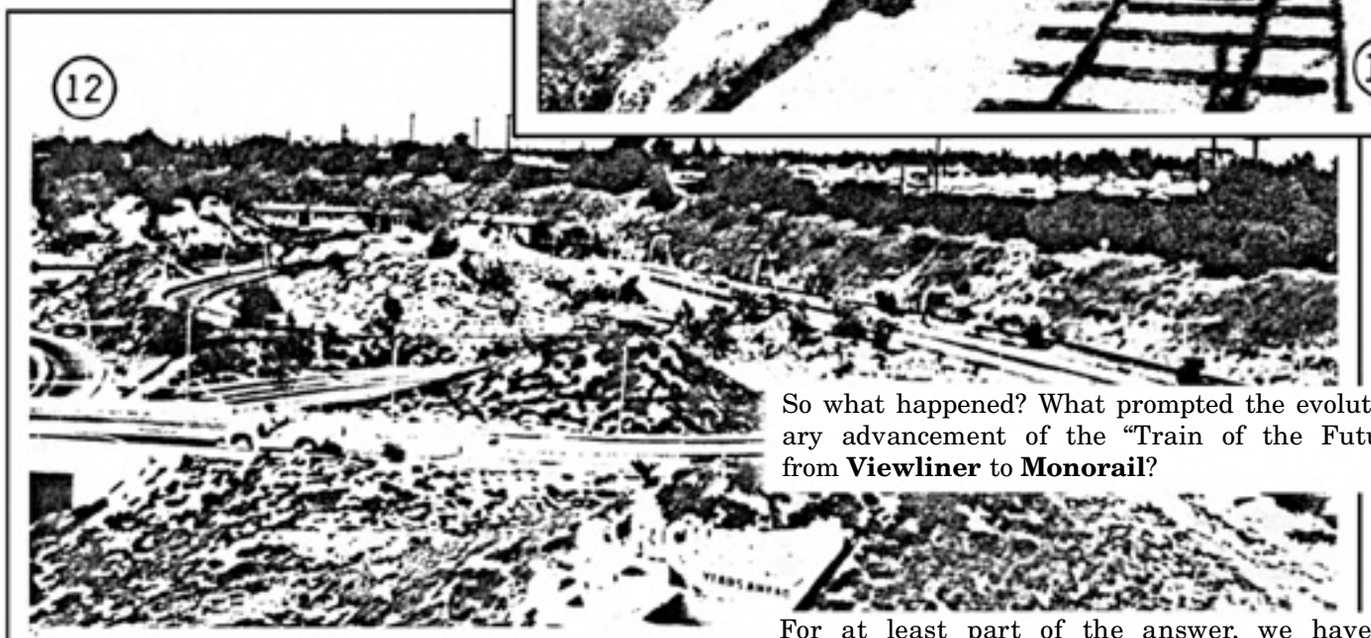
The two **Viewliner** trains used a staggered operating schedule. As the red train left the Tomorrowland station, the blue train left Fantasyland headed North on its return to Tomorrowland.

The Disneyland **Viewliner** was patterned after the Aerotrain, a real-life experimental train built in 1956 by the General Motors plant in Pontiac, Michigan. Three Aerotrains were produced for lease to the Rock Island, Pennsylvania, and New York Central railroad lines. The mid-1950s was a period of heavy competition for the traveler's dollar, and it was hoped the sleek, lightweight Aerotrains, designed to travel an average speed of 100 MPH, would bring back to the railroads some of the revenue lost to the automobile and airline industries.

Late in 1956, the Santa Fe Railroad tested the Aerotrain. Company officials were enthusiastic about the possible use of the Aerotrain for commuter transport. Disney's earlier association with Santa Fe afforded his designers easy access to Aerotrain specifications, and it was in this atmosphere of optimism and cooperation that the Disneyland **Viewliner** was born. The Aerotrain influence is unmistakably reflected in the bullet nose, skirt front, turret cab and hidden trucks of the **Viewliner**.

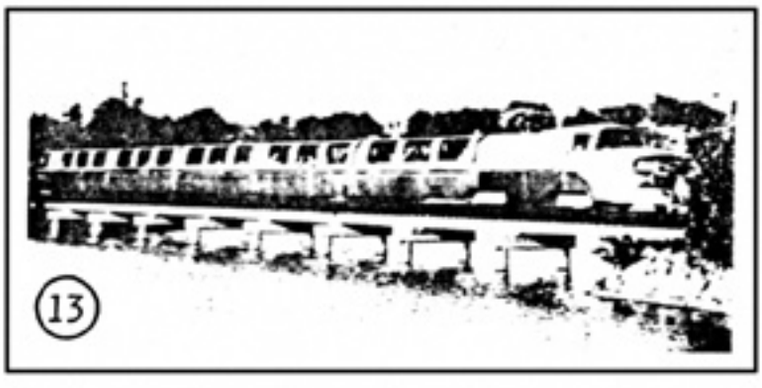
Today the Disneyland **Viewliner** is a mere footnote in Park history, but some technical information was available to promote the attraction in 1957. The **Viewliner** was built to one-half scale and ran on 30-inch track (the mainline **SF&D RR** tracks are 36 inches between rails); was designed, engineered and assembled at the Studio in Burbank; was powered by a Chevrolet Corvette engine; traveled at 30 MPH; consisted of a locomotive, four center cars and an observation car; and ran for a little over a year after its 1957 opening. Key employees in the **Viewliner's** operation included: Conductor Cliff Nickerson, Brakeman Lawrence Jolly and Fantasyland Station Attendants Morris Lowry and Jack Davis.





So what happened? What prompted the evolutionary advancement of the "Train of the Future" from **Viewliner** to **Monorail**?

The **Monorail**, which succeeded the **Viewliner** as the "Train of the Future" in 1959, borrowed substantially from its predecessor. It almost looks like the passenger cars were relieved of their trucks and hoisted onto the elevated rail. The siding, color scheme, and passenger door mechanisms are virtually identical. Before the **Monorail** track was extended to the Disneyland Hotel in 1961, it was confined to roughly the same areas in Tomorrowland and Fantasyland as the **Viewliner**.



For at least part of the answer, we have to look once again at the experimental prototype, the Aerotrain. The lightweight, super-speed answer to the commuter train woes never met the expectations of the public. Poor management failed to iron the bugs out of the new system and right-of-way problems negated the speed advantage the Aerotrain had over conventional trains. Although the Aerotrain was cheaper to build and operate, savings were not passed on to the traveler, giving them little reason to turn from other modes of travel. By 1957, the New York Central and Pennsylvania railroads had returned the Aerotrains to the manufacturer. The experiment had failed.

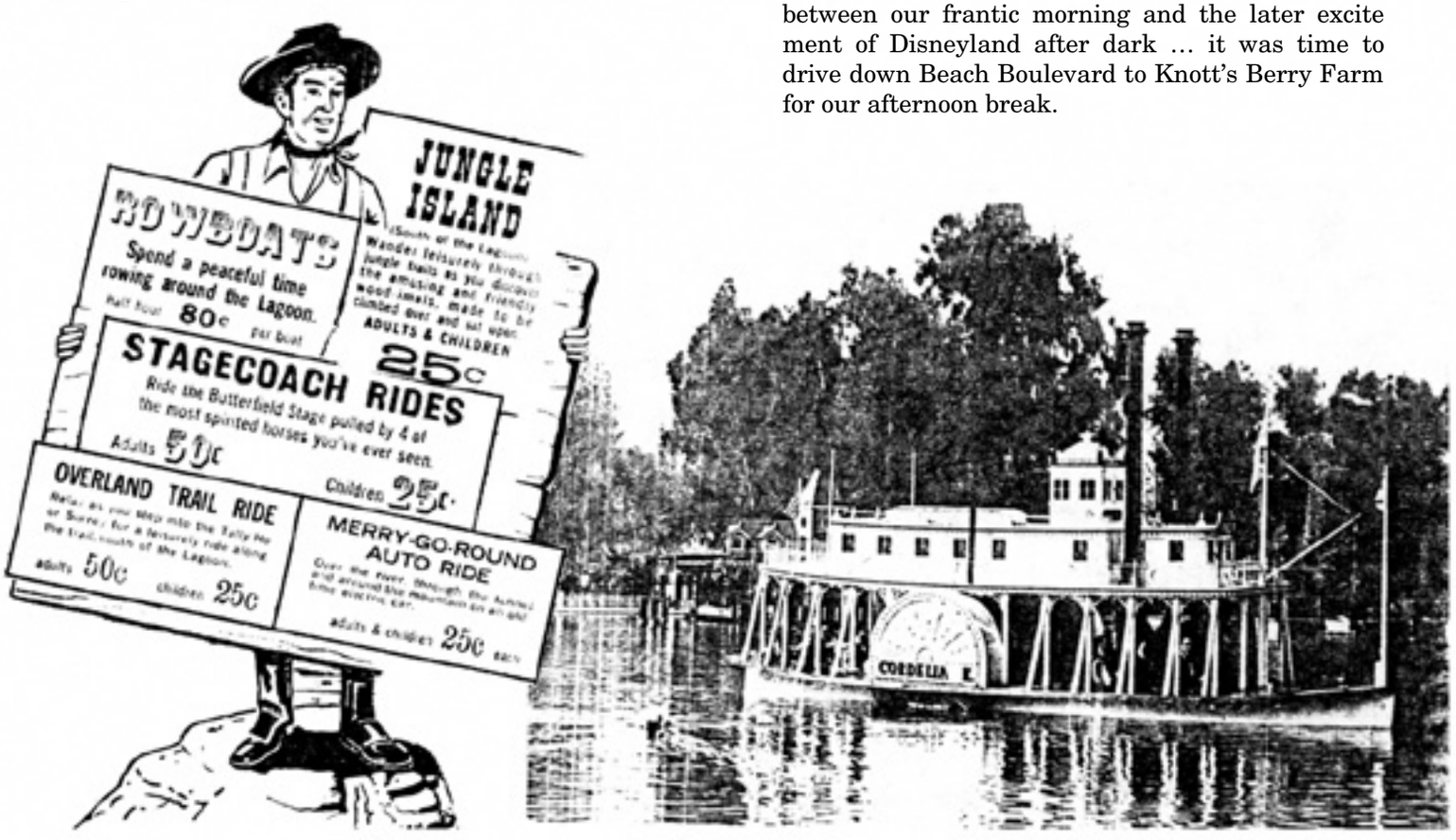
To what extent public disenchantment with the Aerotrain influenced Disney's decision to scrap the **Viewliner** and build the **Matterhorn**, **Submarine**, and **Monorail** in its place will never be known. The historical similarities of the Aerotrain and **Viewliner** do seem more than coincidence. Walt never was one to linger over past successes or failures. "Oswald Rabbit who? … let's talk about a mouse!"

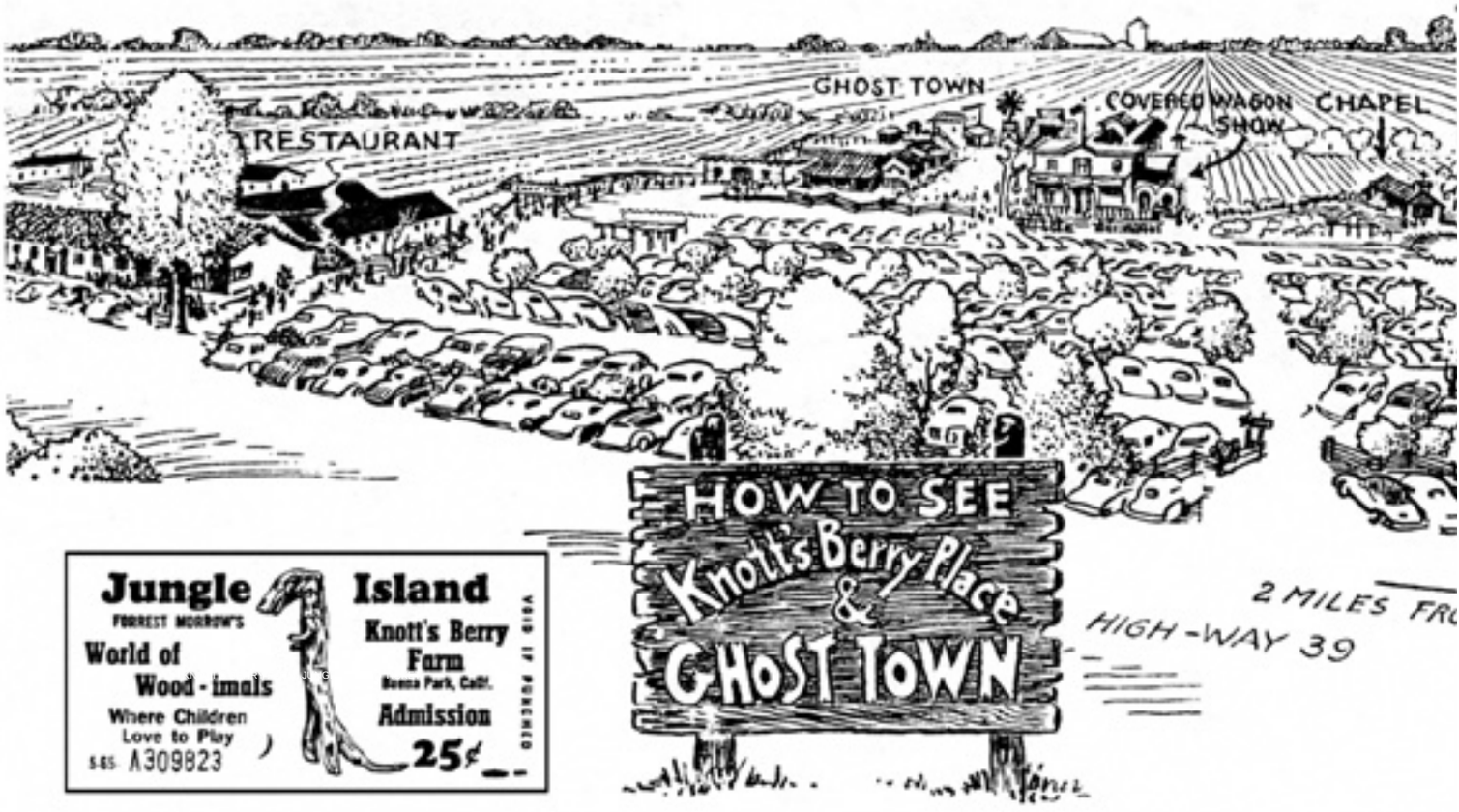
An Afternoon Break at Knott's Berry Farm & Ghost Town

Mornings at Disneyland were hectic … intensely enjoyable, but hectic. My friends and I would arrive in Anaheim before opening and wait behind the rope across Main Street, our eyes fixed on the sidewalk clock just beyond the **Main Street Cinema**. We would rush through Fantasyland and immediately ride both sides of the **Matterhorn Bobsleds**, then quickly board the **Submarine** ride in Tomorrowland in a fever of "E" ticket madness. Next, while exchanging predictions about where the longest lines would really be, we would proceed to the **Snow White**, **Peter Pan**, and **Mr. Toad** dark rides, spending our "C" tickets like there was no tomorrow.

This is how it went until about 11:00 a.m. when most regular guests were just beginning to stroll into the Magic Kingdom.

Now the pressure was off—we had ridden most of our favorite attractions and could feel superior when everyone else waited in lengthy lines. By now the **Matterhorn** line snaked around the mountain, almost back to the **Monsanto House of the Future**. We found ourselves in that lull between our frantic morning and the later excite ment of Disneyland after dark … it was time to drive down Beach Boulevard to Knott's Berry Farm for our afternoon break.

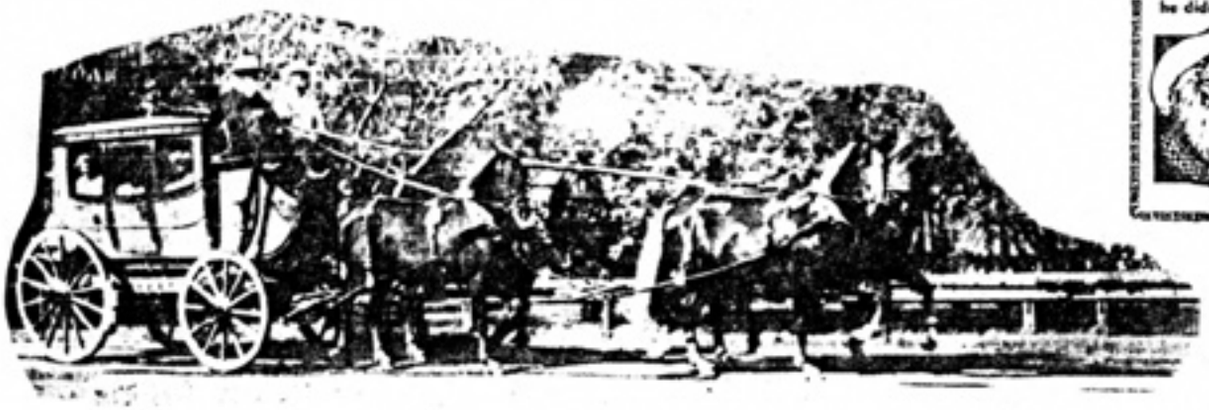

JUNGLE ISLAND
ADULTS & CHILDREN 25c
STAGECOACH RIDES
Ride the Butterfield Stage pulled by 4 of the most spirited horses you've ever seen.
Adults 50c
Children 25c
OVERLAND TRAIL RIDE
adults 50c children 25c
MERRY-GO-ROUND AUTO RIDE
adults & children 25c each
CORDELIA E.

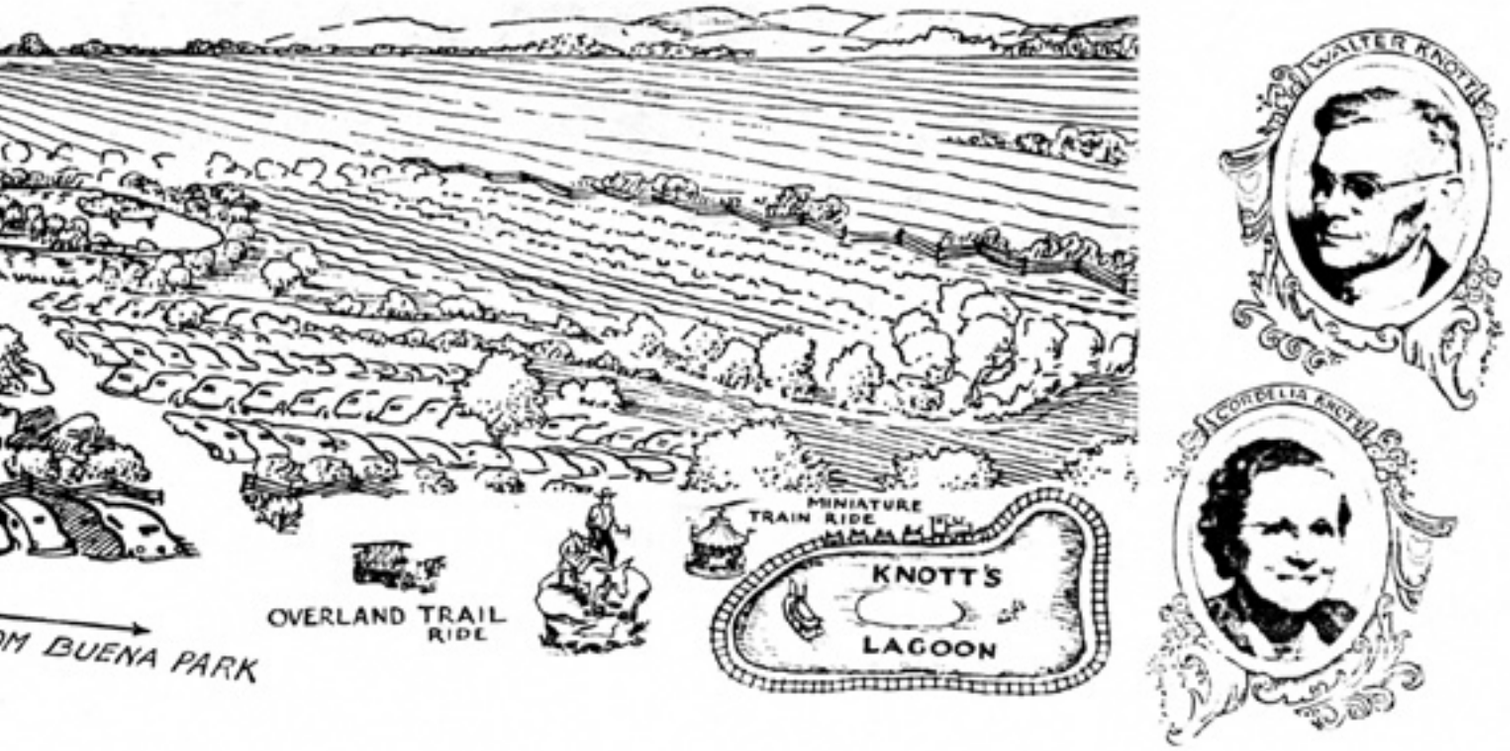


Knott's in the early '60s had changed little from what Walter Knott had built in the 1940s … it was historic, western in flavor, and had a very country-like atmosphere. The theme park had free admission (even the grassy, tree-lined parking areas were free) and this contributed to the relaxed feeling of the place. After parking the car, we would roam the park-like outer grounds before entering the actual Ghost Town. Near the merry-go-round was **Knott's Lagoon**, where you could rent rowboats and try your luck with the oars. We would barely avoid the miniature steamboat Cordelia K., crossing its path as it churned around the duck-covered island. Nearby the **Overland Stage Line** drove unhurried coaches along a series of backroads between shallow hills, through groves of eucalyptus and pepper trees, now long gone….

Jungle Island, possibly the least dynamic of all the Knott's attractions, lay nearby. Visitors were invited to explore the trails, climbing on various "Wood-imals" made of twisted tree trunks.

BUTTERFIELD
STAGE LINE
Good for one round trip to town or towns marked
ADULT STAGE 50¢
Canon City – Cripple Creek – Tombstone
Bisbee – Douglas – Tucson – Searchlight
Goldfield – Tonopah – Dodge City
Abilene – Calico – Death Valley
We do our best to keep deadbeats off stages but we can't be responsible for losses to card sharps and crooks, men or gals.
If the driver is shot during a holdup or Indian attack remember where he fell, his wife may want to claim his body for insurance.
Any one bringing the stage to next station will get a refund on his ticket if he didn't shoot the driver.
GHOST TOWN
KNOTT'S BERRY FARM
BUENA PARK, CALIF.





At this point we would go through the tunnel, past the Chicken Dinner restaurant, and into Ghost Town. We would view the antique mining equipment and wagons, and take pictures of each other with the western character statues. We would peer into the windows of the barber shop, the saloon, and see "Sad Eye Joel" in his jail cell. The Train Shop was unforgettable, with its Lionel trains running above our heads (and out of reach financially, too).

As darkness approached, we would head for the car…. Knott's Ghost Town always seemed empty and strange as the sun began to set….

Back once again to Disneyland … the thrill of that last raft from **Tom Sawyer Island** at dusk … and those special attractions that are best after dark. The **Santa Fe & Disneyland Railroad** trips around the Park displayed all the lights and colors well, as did the **Skyway** ride at night. The Rivers of America seemed quiet and remote when viewed from the **Mark Twain** … and the burning settler's cabin was so realistic. Still to come was the fireworks display and Tinkerbell's flight over Fantasyland. And finally, the walk down Main Street, still bright with thousands of old fashioned bulbs … and home.

HENRY'S LIVERY
HORSELESS CARRIAGE RIDE
Car Rental
35¢
OVER 3 YEARS
UNDER 12 YEARS
Please stay on the trail. Do not pass any . A livery charge will be made if we have to bring horses to pull you in.
When meeting horse drawn vehicles, stop your car. You are responsible if you cause a runaway.
Signed Henry
KNOTT'S BERRY FARM
AND GHOST TOWN
Buena Park, California
465137

JUNGLE ISLAND, *The New Home of* THE WONDERFUL WOOD-IMALS

The "E" Ticket EMPORIUM

YOUR AD HERE FREE!

Send correspondence to:

THE "E" TICKET
P.O. Box 800880
Santa Clarita, CA 91380-0880

FOR SALE: Union Pacific R.R. D'Land postcard featured in "E" Ticket #1 - $3.50; D'Land party napkins (c. late '50s) - $3; small D'Land store bag (lavender, c. 1960) - $2; Fantasyland game - board in exc. cond., box ratty, some pieces - $8.

FOR SALE: List #1 Disneyland collectibles, List #2 Disney toys, List #3 Disney movie stills, List #4 WD World/Tokyo Disneyland /EPCOT posters/postcards, movie paper from Disney films. SASE for each huge list. Reasonable prices.

FOR SALE: New Fantasyland opening day booklet $20, New Fantasyland newspaper insert Spring '83 $15, D'Land postcards: #52 - $3, #99 - $4 (both 1st yr.), #997 & #944 - $1.50@, #1063 & #917 - $l2. Knott's postcards W35, W30 & W42 - $22. Disney News Spring '85 (article on D'Land items) $6; D'Land Vacationland Summer '73 $5; Tokyo D'Land 4-15-83 opening letter, envelope & color booklet for employees - $25; Disney Channel 1st issue w/letter & envelope for employees - $15; Tokyo Opening Day button - $15, Disney Channel button - $10.

WALT DISNEY COLLECTABLES
BOB MOLINARI (213) 655-2636
7408 MELROSE AVENUE LOS ANGELES, CALIF. 90046
OPEN: TUES. THRU SAT. 12-4 EXCEPT FIRST TUESDAYS

DISNEYLAND: I buy, sell & trade all kinds of Disneyland souvenirs! Send $1 and a long SASE for list of 500 Disney items for sale.

WANTED: 1955 souvenir book of Disneyland (in natural color).

WANTED:Disney's 1975 Mother's Day Plate by Schmid (features Snow White).

WANTED: Disneyland flasher buttons, nodder heads, name badges (Steve), Happy Birthday Mickey lamppost placard.

WANTED: SCHUCO Monorail, Disneyland stamp book, Disneyland ride posters, souvenir maps, Disneyland ride-related toys, P.O.P. stuff. Send description & price.

WANTED: Original posters for rides & attractions, early postcards, Golden Horseshoe items.

WANTED: Opportunity to borrow your home movies of PACIFIC OCEAN PARK for transfer to videotape for personal use. Footage of diving bell especially wanted. Originals returned unharmed. Payment: cash honorarium to be arranged or video copy of your film in format of your choice.

WANTED: Matterhorn coin bank, Rocket Ship control board, D'Land punch-out books, Sword-in-the-Stone Castle set, tray puzzles, boxed puzzles from theme areas.

PARKER BROTHERS DISNEYLAND GAMES

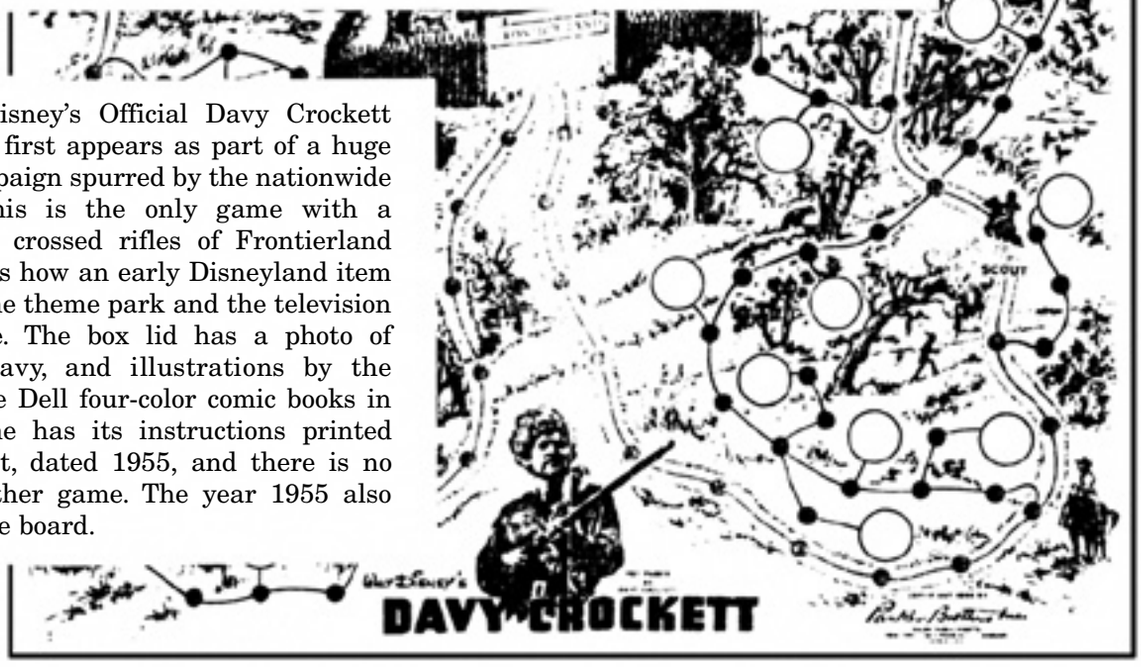
THERE ARE MORE THAN YOU THINK!

The most widely distributed Disneyland collectibles may have been the Parker Brothers Disneyland theme games. These tangible items with their colorful boxes and playing boards form a category halfway between maps and guidebooks and the more three-dimensional gifts from our favorite theme park.

These games remain fairly easy to find since, unlike most items available only at the park, they were sold for $1 or less in thousands of toy stores across America for a sixteen-year period.

Boxed games have an amazing rate of survival. Unlike most other toys, they are kept and reused and their tiny pieces remain secure inside their boxes. They manage to remain safe on upper shelves of dark closets for many years, and are damaged only if heavier games, like Monopoly, are stacked on top of them.

There has been little information about the complete series of Disneyland games. They are usually pictured as if they were a one-time set of six games. We tracked the sixteen-year evolution of the series, from 1955 to 1971—there are at least 19 variations.



1955—The Walt Disney's Official Davy Crockett Frontierland Game first appears as part of a huge merchandising campaign spurred by the nationwide Crockett craze. This is the only game with a "land" symbol—the crossed rifles of Frontierland … and demonstrates how an early Disneyland item can combine both the theme park and the television show as its source. The box lid has a photo of Fess Parker as Davy, and illustrations by the artist who drew the Dell four-color comic books in '55. This first game has its instructions printed on a separate sheet, dated 1955, and there is no reference to any other game. The year 1955 also appears on the game board.

RULES FOR PLAYING

Walt Disney's Official

Davy Crockett Frontierland Game

COPYRIGHT 1956 BY

Parker Brothers Inc.

SALEM, MASSACHUSETTS

NEW YORK · CHICAGO · SAN FRANCISCO · ATLANTA

MADE IN U.S.A.

FOR TWO TO FOUR PLAYERS

INTRODUCTION:

In the DAVY CROCKETT FRONTIERLAND GAME all players represent Davy. When General Jackson hears there are hostile Indians in the territory, he sends Davy to capture an Indian and bring him to Frontierland.

OBJECT:

The object of the game is to be the first player back to Frontierland.

EQUIPMENT:

The equipment consists of a colorful folding b
of different colors, a complete set of picture discs a

PREPARATION:

Each player selects one of the Davy Crocket
removed from the strip by pressing with the thum
with a picture of a bow and arrow printed on it. A
side down on the table and shuffled so that no pla
pictures of Indians printed on them. One disc is
circle on the playing board. If four people are pla
less than four are playing the extra discs are put as

PLAY:

Each player places his Davy Crocket piece i
area marked Frontierland. Players in turn spin th
player spinning the highest number goes first. Thi

1956—A redone Walt Disney's Official Frontierland is produced (with three other new games) with new box lid and board label artwork. Davy's name and picture on the game board itself are overlaid with a "Frontier Scout" illustration and the name "Frontier Scout" is substituted for Davy Crockett in the text of the instructions.

RULES FOR PLAYING

Walt Disney's Official

FRONTIERLAND GAME

COPYRIGHT 1956 BY

Parker Brothers Inc.

SALEM, MASSACHUSETTS

NEW YORK · CHICAGO · SAN FRANCISCO · ATLANTA

MADE IN U.S.A.

FOR TWO TO FOUR PLAYERS

INTRODUCTION:

In the FRONTIERLAND GAME all players represent Frontier Scouts. When the General hears there are hostile Indians in the territory, he sends all his Scouts to capture an Indian and bring him to Frontierland.

OBJECT:

The object of the game is to be the first player to find an Indian and bring him back to Frontierland.

EQUIPMENT:

The equipment consists of a colorful folding board, four Scout pieces of
colors, a complete set of picture discs and a spinner.

PREPARATION:

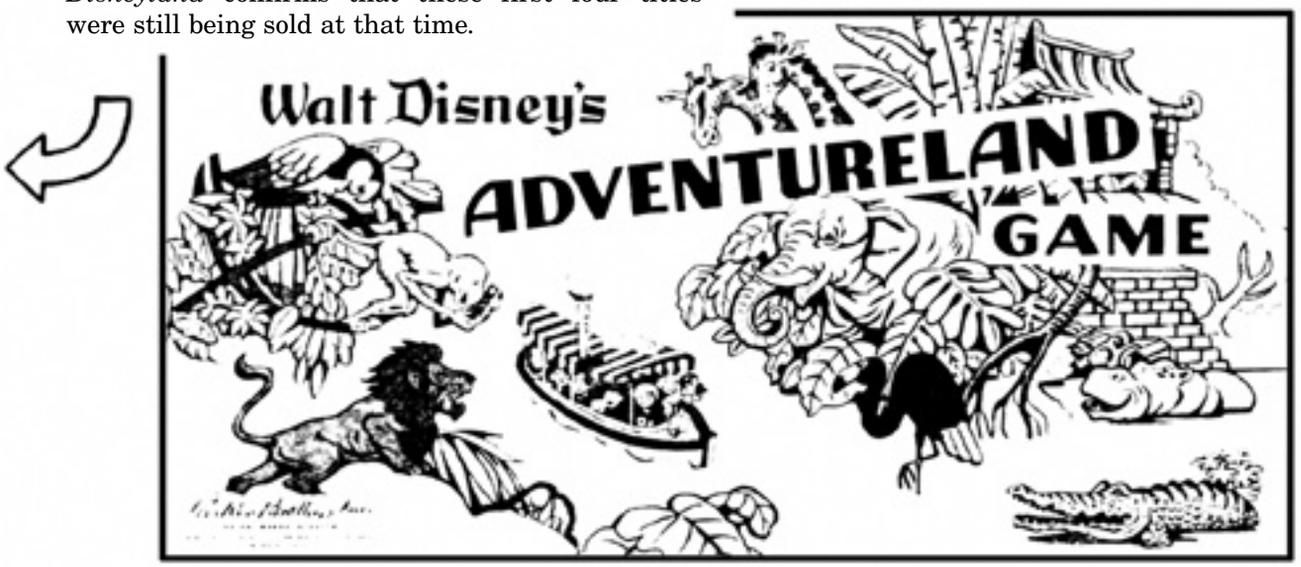
Each player selects one of the Scout pieces. The picture discs are removed from the strip by pressing with the thumb. Each player is given a disc with a picture of a bow and arrow printed on it. All other discs are placed picture side down on the table and shuffled so that no player knows which discs have the
Walt Disney's
nted on them. One disc is then placed face down on each
d. If four people are playing every disc will be used. If
the extra discs are put aside and are not used.

his Scout piece in the center of the board in the area
ers in turn spin the arrow on the spinner and the player
ber goes first. That player spins again and moves his
ard along either one of the two main trails. If the spinner

FRONTIERLAND, TOMORROWLAND, FANTASYLAND & ADVENTURELAND GAMES. 4 different games; replicas of the four lands of Disneyland. Available in packed assortment. Retail at $1.00 each. Manufactured by PARKER BROTHERS, INC. – SALEM, MASSACHUSETTS.

The first printings of the Walt Disney's Fantasyland,Adventureland, and Tomorrowland games also appear and are dated 1956 (Frontierland retains its original 1955 date on the second version) and have instructions printed on separate pages as part of the game contents. The instructions in each game lists titles of the other three in the series.

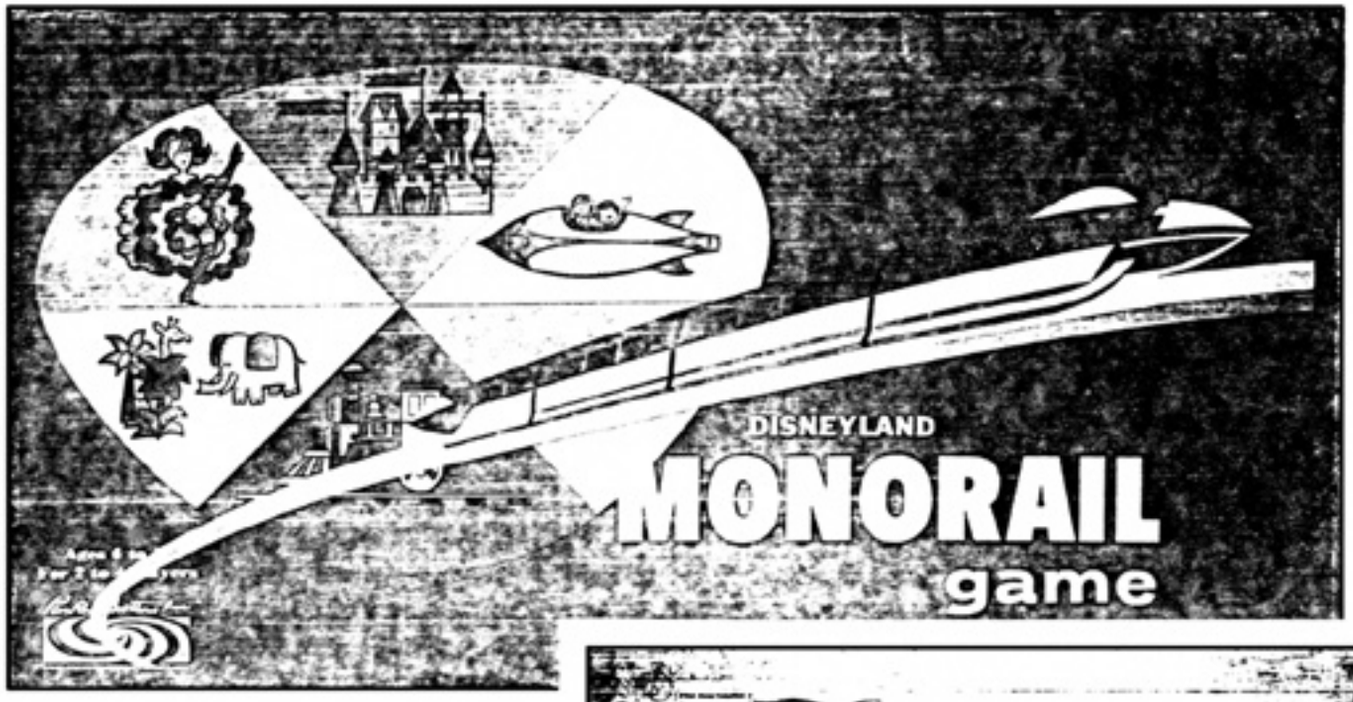
1957 or 1958—A variation of the game series is produced with the game instructions relocated inside the box lids. A 1959 movie pressbook promoting the Disneyland travel film *Gala Day at Disneyland* confirms that these first four titles were still being sold at that time.

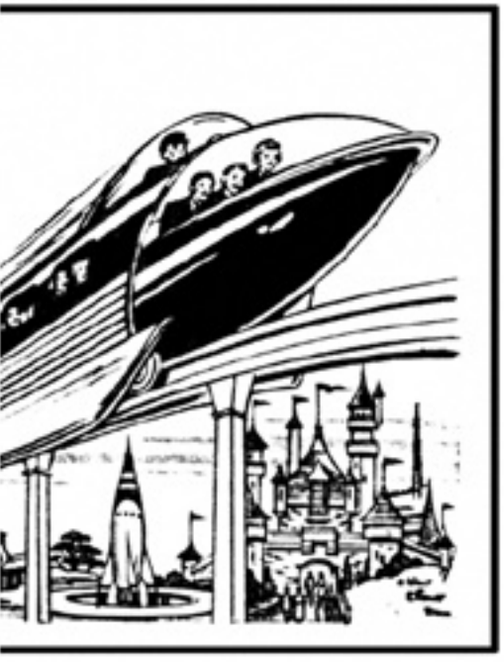


1960—Parker Brothers discontinues the Frontierland and Tomorrowland games from the series and issues two new releases: the Disneyland Monorail Game and the Disneyland Riverboat Game. These two games are drawn from park attractions and have playing boards that are the most map-like of the series. It is interesting to note that these are the first games to carry the name Disneyland … possibly because of the "official" Disneyland game widely sold in 1955 by Transogram. The two new titles are dated 1960, while the other two, Adventureland and Fantasyland, are still dated 1956. All four games list the titles of this new group inside the box lids.

1965—A final, completely different set of six games is released by Parker Brothers. These are slightly larger (in shallow boxes) and include the Disneyland Monorail, Riverboat, Fantasyland, Adventureland, It's a Small World, and Pirates of the Caribbean games. The two new titles are dated 1965 the others continue to carry the dates of their first printings (Adventureland, for example, is still dated 1956). These games include the instructions as part of a punch-cut card that also lists the titles of the other games in the series. The artwork in this series is modernistic and rarely relates in detail to Disneyland. The flying saucer depicted on the Monorail game board is an exception.

1971—With the opening of Disney World in Florida, we believe the Parker Brothers Disneyland games became unavailable. This reflected a merchandising trend to produce "Magic Kingdom" items that could represent both theme parks.





Few collectors would disagree that the first seven games, as a group, are the most desirable. The Davy Crockett Frontierland, in print only one year, may be the hardest to find … but it is the Fantasyland, the most "Disney" of the games, that usually commands the highest price because of its vintage '50s animation artwork. The Frontierland game, with "B western" styling, gives the impression of being older and can also be expensive. The rest of the group, with their '60s era look, can be readily found at reasonable prices.

marineland
to Close March 1

Marineland, the venerable aquatic park on the Palm Verdes Peninsula, will be closed March 1 by new owners who plan to develop the property "in an orderly and dignified fashion," it was announced Thursday.

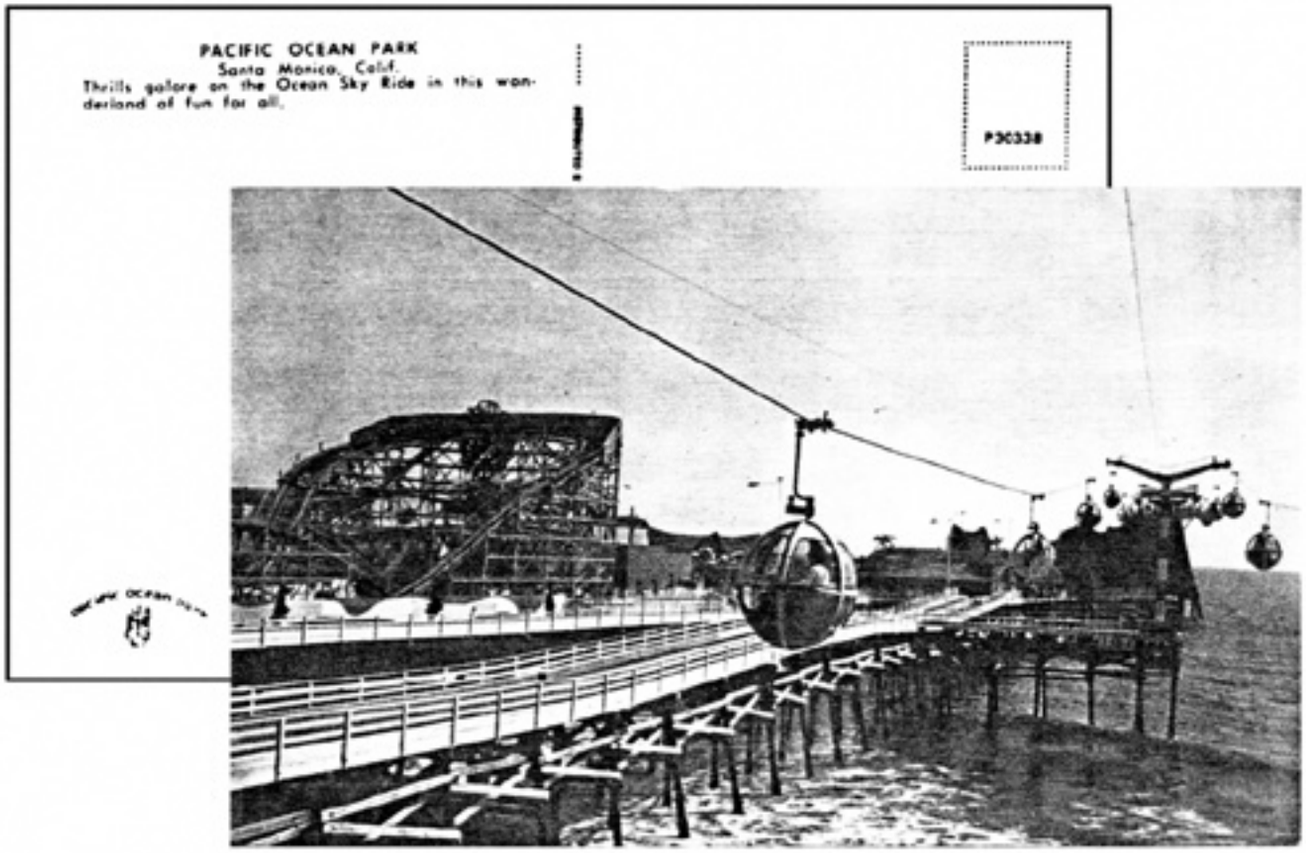
Harcourt Brace Jovanovich, the company which bought the 33-year-old facility for a reported $23.4 million on Dec. 30, said it is closing the attraction because the picturesque park is losing money, and more than $25 million in improvements will be needed if the park is to break even financially. Marineland's 300 employees will be given severance pay and help in finding new jobs, the company said in a prepared statement.

Marineland opened its doors in 1954, one year before Disneyland began. But the first aquatic park an the West Coast lagged behind other attractions in Southern California's highly competitive theme park industry.

Unlike its glitzier neighbor to the south, Sea World, Marineland emphasized its roles as an educational attraction and sea life refuge as well as an amusement park.

MARINELAND, A QUIET COMPETITOR FOR OUR THEME PARK ADMISSION MONEY, CLOSED ITS DOORS SUDDENLY WEDNESDAY AFTERNOON, FEBRUARY 11, 1987, AS THE LAST VISITORS WENT OUT THE EXIT.

THE "E" TICKET WOULD LIKE TO BID A FOND GOODBYE....



– – OF INTEREST – –

– – A LITTLE HUMOR – –

LITTLE STEVIE BRATTMAN JOINS SUCH NOTABLES AS J. THADDEUS TOAD AND MR. WALKER/MR. WHEELER ... ALL VICTIMS OF MOTOR MANIA!

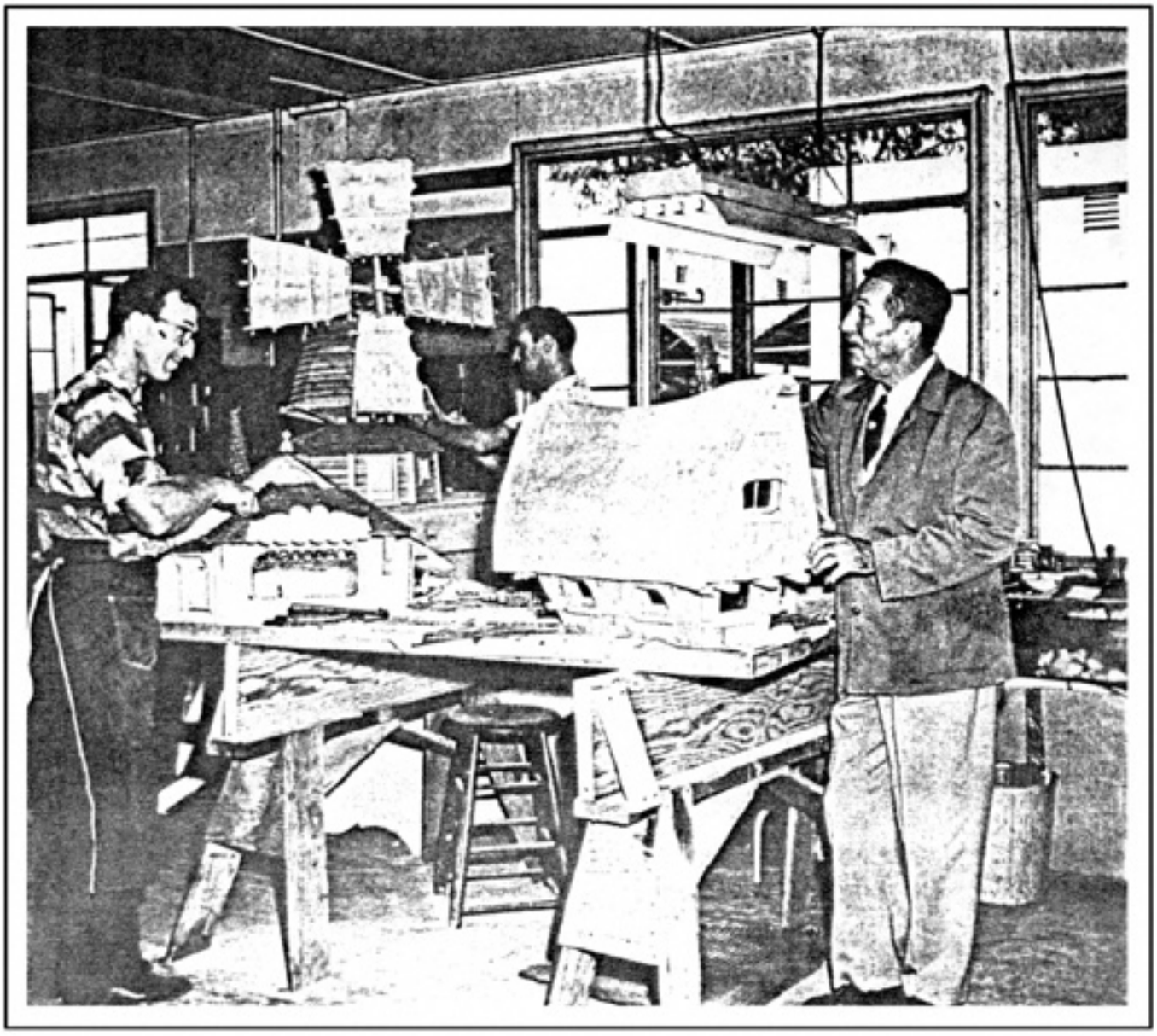
THANK YOU — Thanks for enjoying The "E"Ticket #1 and then letting us know you did.... Most of you who are reading this second issue received it because you wrote and asked to be included in this small (but enthusiastic) group of fans. We are already busy working on The "E" Ticket #3....

WHAT NEXT? — What else? We'd like to hear from you:

- We need your suggestions, criticisms and input for future issues....
- Most collectors and theme park fans would like to read your opinions in a letter column in The "E" Ticket.
- Send ads.... Our Emporium page should grow into a free marketplace for us all to buy, sell, and trade items we collect.
- We would like to work with some of you who have items (or memories) to write about and a desire to contribute a story or article.... Write in and describe your idea.

MORE READERS — We're growing fast but we're sure some theme park fans don't know we're here.... You can help. Give out our address ... show our first two issues to others. We're definitely the best bargain in fan publications today.

THE "E" TICKET #3 — Will be available soon to all interested readers who write us and include three 22¢ stamps. We will furnish the mailing envelope. Now, all of you who enjoy remembering Disneyland, Knott's, Pacific Ocean Park and other theme parks, ... DON'T FORGET TO WRITE US!



"Disneyland is like Alice stepping through the Looking Glass, to step through the portals of Disneyland would be like entering another world."

—Walt Disney